SONY

DSC-W150

Cyber-shot® Digital Still Camera

The Sony DSC-W150 has Smile Shutter technology, which captures smiles automatically as they happen. The sleek and enviable, compact body features 8.1 megapixel resolution, Carl Zeiss® 5x optical zoom lens, and Sony's Double Anti-Blur solution for crisp, clear images. In addition, it has Face Detection technology that optimizes focus, exposure, and color for up to eight faces, as well as Intelligent Scene Recognition that automatically selects your camera's settings based on detected lighting conditions.

- 8.1 MP Super HAD™ CCD
  More megapixels give you more detail and definition when you make big prints or crop in tight on your subject. The advanced Sony® Super HAD™ (Hole Accumulated Diode) CCD design allows more light to pass to each pixel, increasing sensitivity and reducing noise.
- Carl Zeiss® 5X Optical Zoom Lens
  5X optical zoom gives you the power to get even closer to the action -- a real benefit for distant landscape views and dramatic portraits.
- 2.7"[1] Clear Photo LCD Display
  A large, bright 2.7"[1] Clear Photo LCD display includes an anti-reflective coating that provides for excellent visibility to help you compose, view, and share photos with superb clarity and color reproduction, even in bright sunlight.
- Face Detection
  Face Detection technology automatically controls flash, focus, exposure, and white balance to help reveal faces in shadows, make skin tones look more natural, reduce red-eye, and eliminate harsh facial glare.
- Smile Shutter Mode
  Smile Shutter Mode helps you capture smiles automatically as they happen[6] . Used in conjunction with Face Detection technology, Smile Shutter is able to differentiate between children and adults, and can be set to automatically shoot a picture when your subject laughs, smiles, or even grins -- only when focus is fixed. You select the person to watch and the expression to catch -- your Cyber-shot® camera does the rest!
- Sony Double Anti-Blur Solution
  The combination of Super SteadyShot® optical image stabilization and high ISO sensitivity helps compensate for shaky hands, minimizes blur, and allow flash-free shooting to preserve the mood.
- Super SteadyShot® Optical Image Stabilization
  Super SteadyShot® Image Stabilization compensates for shaky hands and minimizes blur with optical sensors that detect camera movement and send correcting signals to a stabilization lens -- so there's no need to crop in on your shot to reduce blur.
- High Sensitivity (ISO 3200) Mode
  With high sensitivity of ISO 3200, you can shoot effectively in low light without flash to preserve the mood, while the Sony Clear RAW™ Noise Reduction system helps suppress the color noise that can degrade low-light shots.
- Intelligent Scene Recognition Mode
  Intelligent Scene Recognition mode automatically detects six different types of scenes and selects the appropriate camera setting: Backlight, Backlight & Portrait, Twilight, Twilight & Portrait, Twilight with Tripod and Portrait. Intelligent Scene Recognition has two different modes, advanced and auto. Advanced mode takes two shots, one with the standard automatic settings and the other with optimized settings. Auto mode takes a single shot, arbitrarily deciding on the proper setting.
- Dynamic Range Optimization
  Powered by the exclusive Sony Bionz® high-speed processing engine, Dynamic Range Optimization preserves image data in bright highlights and reveals more detail in shadows or backlit areas -- for great results even in difficult lighting conditions.
- Convenient Photo Modes
  To adjust quickly for specific shooting situations, you can choose from several convenient photo modes, including Auto, Program Auto, and Scene Selections such as Twilight, Landscape, Soft Snap, Snow, High Sensitivity, and Beach environments.
- MPEG Movie VX Fine Mode
  Capture VGA (640 x 480) audio/video clips at a high frame rate (up to 30 frames per second7), with the length of your video limited only by the capacity of your media.
- 9-Point Auto Focus
  Because an off-center subject can make your shot more interesting, a 9-point auto focus measures auto-focus at 9 precision points instead of 5 -- giving you greater creative freedom to compose your image.

ADDITIONAL FEATURES

- Simple Setup Controls
- Automatic Macro Shooting
- Smart Zoom® Feature[5]
- Burst Mode
- Memory Stick Duo™ Media Convenience
- 16:9 High-Resolution Mode
- Easy Image Management
- Easy Shooting Mode
- Function Guide
- HD Slide Show with Music[4]
- HDTV Compatibility[3]

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Specifications

General

Megapixel: 8.1 MP
Imaging Device: 1/2.5" Super HAD™ CCD
Recording Media: 15MB internal Flash Memory, optional Memory Stick™ DUO Media, optional Memory Stick DUO PRO™ Media

Convenience

White Balance: Automatic, Cloudy, Daylight, Fluorescent 1, Fluorescent 2, Fluorescent 3, Incandescent, Flash
Self Timer: Yes (10 seconds, 2 seconds, Off)
Memory Stick PRO™ Media Compatibility: Tested to support up to 16GB Memory Stick DUO PRO™ media capacity[1]; does not support Access Control security function.
Still Image Mode(s): Normal, Burst, Bracket Exposure
Red-Eye Reduction: Yes (On/Off all modes)
Burst Mode: Max 100 Shots at 2.0fps
Erase/Protect: Yes/Yes
Date/Time Stamp: No/ No
Media/Battery Indicator: Yes/Yes
Color Mode(s): Black & White, Normal, Sepia, Vivid

Convenience Features

Real Imaging Processor™ Technology: N/A
AF Illuminator Light: Auto/Off (W:Approx.2.0m, T:Approx.1.9m) to Auto/Off (W:Approx.2.0m, T:Approx.1.7m)
PictBridge Compatible: Yes
Multi-Pattern Measuring: Yes
SteadyShot® Image Stabilization: Yes
Scene Mode(s): Auto, Easy Shooting, Program Auto, Movie, High Sensitivity, Twilight, Twilight Portrait, Soft Snap, Landscape, Beach, Snow, Fireworks, Smile Shutter, Underwater
Movie Mode(s): MPEG VX Fine with Audio (640x480 at 30fps) (MPEG VX Fine requires Memory Stick DUO PRO™ media), MPEG VX Standard with Audio (640x480 at 16fps), 320 (QVGA, 320 x 240, Approx.8.3fps)
Power Save Mode: Yes (after approx. 3 min. of inactivity)
In-Camera Editing: Red-eye reduction, soft edge filter, cross filter, partial color filter, fish-eye filter, trimming, retro, radial blur, unsharp masking

Inputs and Outputs

Accessory Terminal: N/A
Audio/Video Output(s): Yes via Mutli-Use Connector
USB Port(s): Yes - supports USB 2.0
HD Output: Yes (1080i)

Hardware

LCD: 2.7"[1]
Viewfinder: Optical
Lens Construction: 9 elements in 7 groups (including 1ED glass element and 3aspheric elements)
Microphone/Speaker: Yes/ Yes
Lens Type: Carl Zeiss® Vario-Tessar®
Docking Station: Yes, via optional HD Cradle

Operating Conditions

Flash Effective Range: ISO Auto: Approx.0.1-Approx.4.2(W) to ISO Auto: Approx.0.2-Approx.4.2(W)
Flash Mode(s): Auto / Flash On / Slow Syncro / Flash Off

Optics/Lens

Focal Length: 5-25mm
35mm Equivalent: 30 - 150mm
Focus: 9-Area Multi-Point AF, Center AF, Spot AF
Aperture Range: Auto(F3.3/F8.0(W), 2 steps) / Program auto(F3.3/F8.0(W), 2 steps) with ND Filter
Exposure Compensation: Plus / Minus 2.0EV, 1 / 3EV step
ISO: Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200
Filter Diameter: N/A
Smart Zoom® Technology: 5M:Approx.6.3x (Total), 3M:Approx.8.0x(Total), VGA:Approx.25x(Total), 16:9 (2M):Approx.8.5x(Total)
Digital Zoom: 0-2.0X (Precision)
Optical Zoom: 5x
Macro Mode: Yes
Total Zoom: 10x
Minimum Focus Distance: 19-11/16"(50cm) Normal, 1-5/8" (4cm) Macro
Face Detection: Yes

Power

Battery Type: Lithium-Ion NP-BG1
Battery Capacity: 3.6V, 960 mAh

Service and Warranty Information

Limited Warranty: 1 Year Parts & Labor

Software

Supplied Software: Windows: Picture Motion Browser Vers 2.0 + USB Driver
Operating System Compatibility: Microsoft® 2000 Professional, Me, XP Home and Professional; Macintosh® OS 9.1/9.2/OS X (10.0-10.4)

Supplied Accessories

NP-BG1 rechargeable battery
BC-CSG battery charger
A/V and USB multi-connector cables
Wrist strap
Software CD-ROM
Note: No Memory Stick® DUO media or adaptors are included.

Optional Accessories

Accessory Kit (ACC-CLGB)
Rechargeable Lithium-Ion Battery (NP-BG1)
Conversion Lens Adaptor Mount (VAD-WB)
Wide Angle Conversion Lens (VCL-DH0730)
Super Telephoto Conversion Lens (VCL-DH2630)
Telephoto Conversion Lens (VCL-DH1730)
Polarizing Kit Filter (VF-30CPKS)
External Slave Flash w/Bracket (HVL-FSL1B)
Genuine Leather Cases (LCS-TWA/TWB/TWC/TWD)
GPS Unit Kit (GPS-CS1KA)
Memory Stick Duo™ PRO (MSX-512S)
Memory Stick Duo™ PRO (MSX-1GST)
Memory Stick Duo™ PRO (MSX-2GS)
Memory Stick Duo™ PRO (MSX-M4GS)
Memory Stick Duo™ Adaptor (MSAC-M2)
Memory Stick Duo™ USB Adptr (MSAC-US40)

Color: Silver
UPC Code: 027242724006

1. Viewable area; measured diagonally.
2. Available storage capacity may vary and a portion of the memory is used for data management functions.
3. HD viewing requires a Sony HD connector cable or HD Cybershot Station® cradle and HDTV. All sold separately.
4. Music tracks can be up to five minutes long. When using Music Transfer to download music, tracks longer than five minutes will be reduced to five minutes when uploading to the Cybershot.
5. Smart Zoom® feature will not work at highest resolution setting.
6. Up to 6 shots while in Smile Shutter mode.
7. Shooting at high frame rate of up to 30 frames per second requires Memory Stick PRO Duo™ media.
8. Special TV settings are required. Further details are available in the BRAVIA® instruction manual.

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